

Adding Products to Google My Business Profile

by John Simonson, Webstream Dynamics

Reminder to all retailers... *Google My Business is FREE!!* Most retailers are still not aware of how effective their FREE Google My Business profile is and how much store traffic it is generating. Right now, during the COVID-19 Stay-At-Home mandate it is an extremely valuable marketing tool since flooring stores are closed.

After you sign into your Google My Business control panel (<https://www.google.com/business>), click "Products" from the left menu to view, edit, add and delete products.

Google My Business

Search locations

Limited Google
Edits, review replies, and other features may not operate as usual at this time.

Click "Products" from the left menu

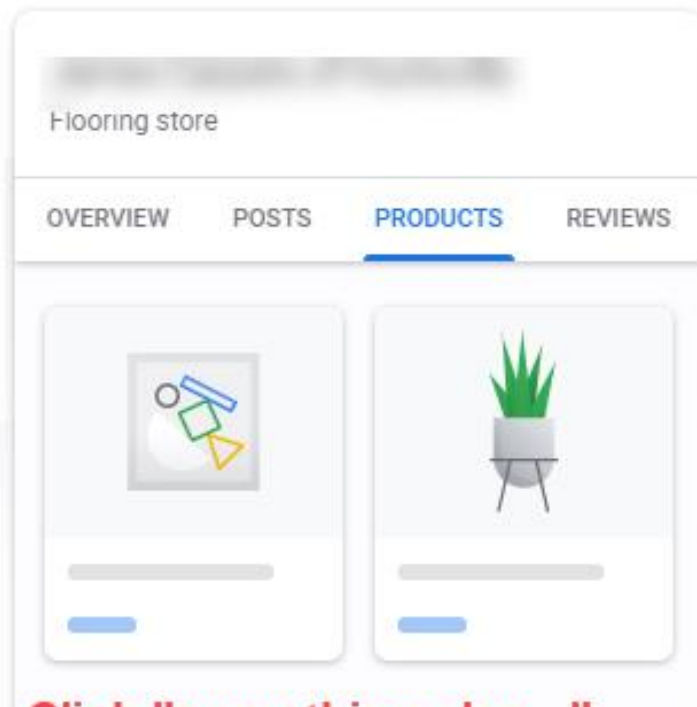
Create post | Add photo | Create ad

Advertise easily in minutes

Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

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If you have never added products before you will see the screen below. Click on "Something else..." to continue.



Click "something else..."

3106 potential customers viewed your business on Google last month; showcase products to them for free!

What type of product would you like to showcase?

hardwood

engineered wood

stair treads

Something else...

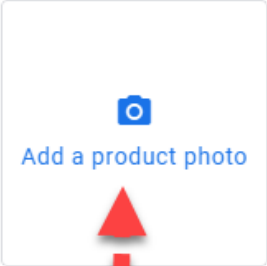
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Now you will see a form to add products to your Google My Business profile. You have to add a Product Name (*could be product collection name and color name*) and you have to add a Product Category (*hardwood flooring, carpet, LVT Flooring, ceramic tile, etc.*). The price and description are optional. I highly recommend adding a brief description. Then click to add a product photo from your computer.

Add product category

Pick a star product to show customers on Google



Click to add a product photo from your computer

Type in a Product Name

 0 / 58

Type in a product Category

Create a new category ▼

 0 / 58

Examples: Dining Tables, Headphones, Shoes

Add some details such as price and description

Fixed price Price range **Type in a price.. it is optional**

Type in a product description... it is optional

 Optional

0 / 1000
Optional


Add a button (optional) ▼

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When done it should look like this and then click the blue **SAVE** button at the bottom.

Add product category



Product name
Wirebrushed Hardwood Flooring - Volunterio 42 / 58

Create a new category ▼

Product category
wood flooring 13 / 58
Examples: Dining Tables, Headphones, Shoes

Fixed price Price range

Product price (USD)
2.99


Optional
Product description
A 5" wide, engineered wirebrushed hardwood floor with beautiful character and charm and can be 129 / 1000

Optional
Add a button (optional) ▼

Cancel Save

After you click the blue Save button your will see a short version of your added product and a button to continue adding more products.

wood flooring ⋮



Wirebrushed Hardwood Flooring - Volunterio ⋮
\$2.99
A 5" wide, engineered wirebrushed hardwood floor with beautiful character and charm and can be installed in any room in the home.

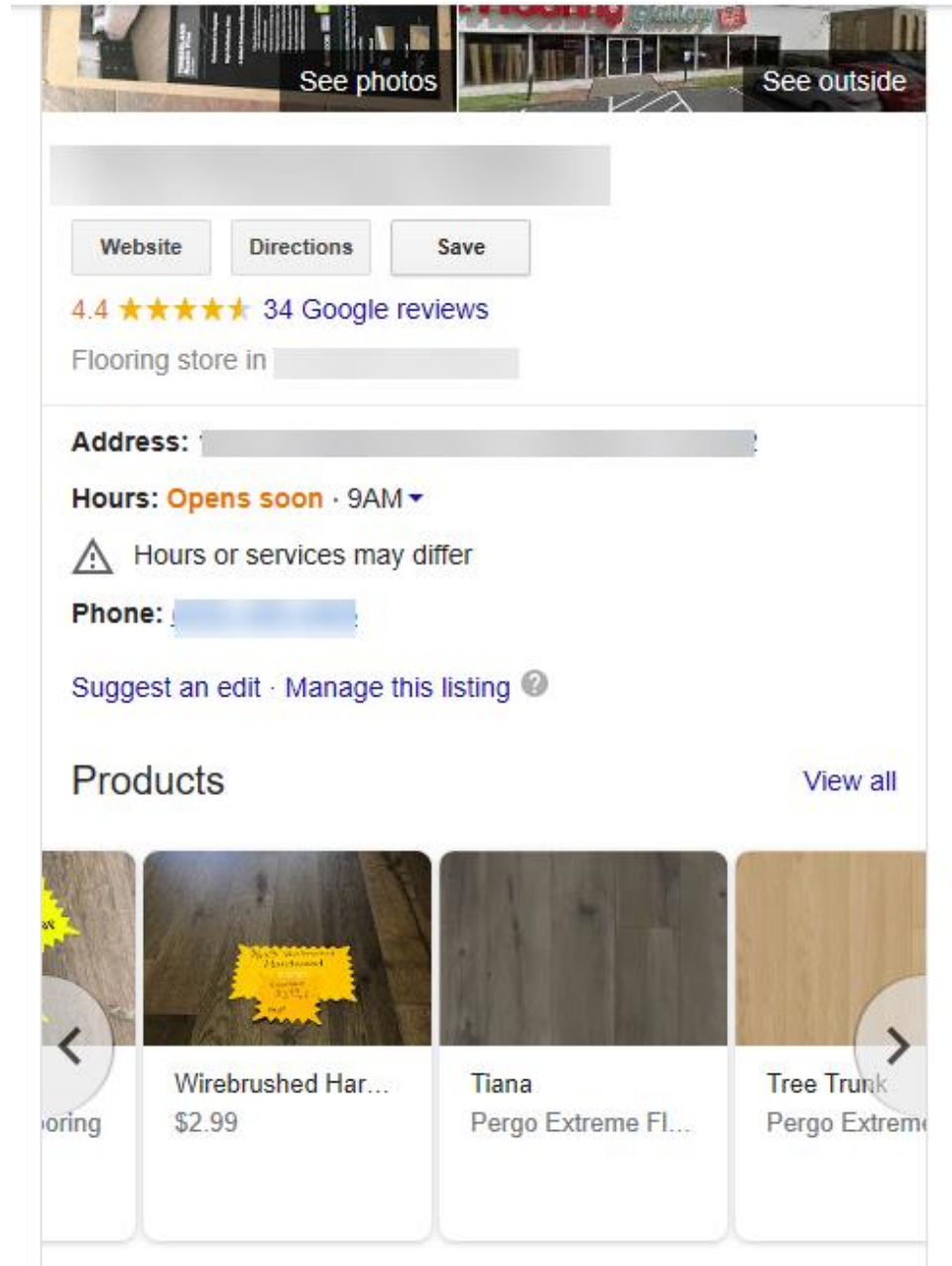
Add product

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Keep adding as many products and product categories as you want. Remember it is FREE and while sitting home is a great time to do this.

When done do a Google search for your store and you will see your products in your Google My Business profile. It will look something like this...



Your products will appear in your Google search business profile and also on your profile in Google Maps.

Note: Flooring retailers sitting at home and go to their flooring suppliers websites and copy paste product images to their computer to add to their Google My Business page. If you have access to your in stock products you can also take product photos from your smartphone to use as well.